



**CITY OF SCOTTSDALE  
PARKS AND RECREATION COMMISSION  
MINUTES**

**Wednesday, October 5, 2016**

**Florence Ely Nelson Desert Park  
8950 E. Pinnacle Peak Rd  
Scottsdale, AZ**

- PRESENT:** Virginia Harris, Chair  
Todd Davis, Vice Chair  
Michael Bouscher, Commissioner  
Fred Klein, Commissioner
- ABSENT:** Chris Thuman, Commissioner  
Sherry Woodley, Commissioner  
Anne Wurth, Commissioner
- STAFF:** Reed Pryor, Parks and Recreation Director  
Terry Erickson, Parks and Recreation Manager  
Brett Jackson, Parks and Recreation Manager  
Jody Pierce, Parks and Recreation Manager  
Chris Walsh, Parks and Recreation Manager  
Ann Porter, Operations Supervisor  
Paul Berumen, Maintenance Worker III
- GUESTS:** John David, USA BMX

**Call to Order**

Chair Harris called the meeting to order at 5:02 p.m.

**Roll Call**

Members present as stated above.

## **Public Comment**

There were no members of the public who wished to speak.

## **Moment of Silence**

Commissioners observed a moment of silence.

### **1. Approval of the Minutes**

**COMMISSIONER KLEIN MOVED TO APPROVE THE SEPTEMBER 21, 2016 PARKS AND RECREATION COMMISSION REGULAR MEETING MINUTES. VICE-CHAIR DAVIS SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). COMMISSIONERS THUMAN, WOODLEY AND WURTH WERE ABSENT.**

### **2. Marketing Update**

Ann Porter, Operations Supervisor, gave an update on Parks and Recreation marketing activities, relevant statistics, and upcoming initiatives. She reviewed the logo conceptual designs for Community Services, Parks and Recreation, Human Services, and the Library and noted that a new vendor was chosen for the brochures and will start their publications in the summer of 2017 following a review of content and distribution strategies. Ms. Porter is working with Parks and Recreation to ensure parks and recreation opportunities and events are being effectively marketed. She is also holding quarterly marketing meetings with department managers to answer questions and brainstorm new ideas. Ms. Porter reviewed marketing statistics including park visitors, website visits, brochure distribution, social media users, and the newsletter.

Extensive discussion ensued between staff and Commissioners regarding the marketing budget; marketing strategies, social media, communications with the Public Relations department and media organizations; marketing opportunities for individual parks; strategic event marketing; creating new events targeting various demographics; and educating the public on bond capital improvement items. Mr. Pryor noted that with limited marketing resources, it is important to keep in mind that many programs and events are at capacity. Resources should be focused in areas in need of promotion.

The Commission acknowledged the limited funding and suggested looking at new avenues. The Commissioners would like to be involved in a supportive role in future marketing plans.

### **3. Approved Drone Ordinance Verbiage**

Reed Pryor, Parks and Recreation Director, gave an update on Drone Ordinance No. 4276, which was adopted by City Council. He reiterated that the Ordinance prohibits take off and landing in the McDowell Sonoran Preserve, Pinnacle Peak Park and Trailhead, Mescal Park, and Stonegate Park.

#### **4. Feasibility of BMX Facility**

John David, COO of USA BMX , spoke about the growing popularity of BMX and the work his company has done with municipalities.

Reed Pryor, Parks and Recreation Director, reviewed the budget and maintenance statistics relating to building a BMX facility in Scottsdale. He noted that the concrete facility in Chandler cost approximately \$750,000 when built in 2007 and requires minimal maintenance. Dirt facilities are more expensive to build and require extensive maintenance. Staff has researched the possibility of an installation on the southeast area of WestWorld and is awaiting a business plan from some interested parties.

Mr. Pryor discussed pros and cons of locating a facility at WestWorld. A BMX facility could increase tourism by offering national events and would offer recreational opportunities for local youth and adults. A facility would have to be approved by the Bureau of Reclamation who own the land. WestWorld does have infrastructure and maintenance capabilities to sustain a facility and the park would not adversely affect the equestrian uses at WestWorld. Consideration should be given to the potential liability the City of Scottsdale would have and to the fact that the facility would be located in a floodplain.

Commission members were given an opportunity to ask questions and make comments. Commissioner Klein distributed articles that discuss the dangers related to BMX racing and noted that there are currently three BMX facilities in the Valley. He expressed concern about the idea of the City of Scottsdale opening themselves to the expense and liabilities related to the sport. Discussion ensued regarding the City's liabilities, user demographics, access control and monitoring, maintenance, and public/private partnerships.

Director Pryor will bring more information forward as it comes available.

Vice Chair Davis said that this is being looked at as a public/private or public/non-profit partnership, where the City's role would be to work with the Bureau of Reclamation and WestWorld staff to secure the land in order for another organization to develop and operate the BMX facility. Mr. Pryor agreed that the City's role would not be to operate this facility.

#### **5. Commissioner Report**

Vice-Chair Davis noted that he enjoyed attending the Lights on After School event. He complemented the City for their efforts in programming events based on the diversity of different areas of the City.

Chair Harris attended the Lights on After School event. She briefly discussed activities that were offered and complimented the staff for their efforts. She recently did her ride-along as part of the Citizens Police Academy. She commented that she has learned through participating in the Citizens Police Academy that police officers spend much of their time dealing with people with mental health issues.

## **6. Manager Updates and Director's Report of Current Events**

Terry Erickson, Parks and Recreation Manager, gave an update on aquatics activities, including water aerobics classes, sponsored teams and clubs, high school lane use, and dive meets. She noted that representatives from aquatics maintenance gave a presentation on the science behind maintaining pools at the Children's Learning and Play Festival at WestWorld.

Haunted Date Night will be held on October 22, 2016 from 6:00 p.m. to 10:00 p.m. at Scottsdale Stadium. The event will include a costume contest and a showing of the movie BeetleJuice. Date Night attendees are asked to donate a bag of wrapped candy for the Fall Festival, which will be held at Eldorado on October 29th from 5:00 p.m. to 9:00 p.m.

Ms. Erickson noted that Dan Miller, Special Events Assistant Coordinator, attended the International Festival and Events Association Conference in Tucson. Staff is attending virtual sessions, which provide an opportunity for meeting the department's staff training objectives.

Jody Pierce, Parks and Recreation Manager, said that Indian School median landscaping enhancements from Drinkwater to Pima will begin next week. Grass overseeding has been completed in all areas including sports fields.

Chris Walsh, Parks and Recreation Manager, reported that Family Promise will be hosting the event "Cardboard City" at Scottsdale Stadium on the evening of October 15th into the morning of October 16th. Scottsdale Stadium will begin replacing the pavers with stamped concrete on October 17th. Scottsdale Sports Complex spring request program has opened and has had approximately 22 organizations apply.

Brett Jackson, Parks and Recreation Manager, said that Scottsdale Railroad Museum presented new displays during the grand reopening the weekend of October 1st. McCormick-Stillman Railroad Park will host Rail Fair October 8th and 9th from 10:00 a.m. to 5:00 p.m. The Veterans Day Celebration will be on Friday, November 11th from 3:00 p.m. to 4:00 p.m. Indian School Lake is expected to reopen in approximately two weeks.

Reed Pryor, Parks and Recreation Director, noted that the Lights Off After Dark event hosted approximately 900 attendees. He distributed the revised Commission calendar for the upcoming year, highlighting the first meeting in January, which will include elections, ethics training, the annual report, and a review of the bylaws and Commissioner roles and responsibilities. Mr. Pryor asked for Commissioners to consider volunteering to participate on the Fees and Charges Committee and let him know via email if they are interested.

Mr. Pryor reiterated that Rail Fair, Date Night, and Fall Festival are all upcoming events. The Youth Sports Field Allocation group will be offering two sessions on October 13, 2016, one at 8:30 a.m. and one at 5:30 p.m.

## **7. Public Comment**

There were no members of the public who wished to speak.

## **8. Adjournment**

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 6:28 p.m.

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